

Re: Stats for Survey Ads

Subject: Re: Stats for Survey Ads
From: Christopher Loos <chris@urbanize.la>
Date: 10/03/2017 05:58 PM
To: Julia Marino <jmarino@downtownla.com>
CC: Christy Anderson <canderson@downtownla.com>

Hi Julia,

Apologies for the late reply- I'm just back from Mexico. Here's the report you requested:

Advertiser	Creative	Advertiser ID	Creative ID	Click-through URL	Creative Size	Total impressions	Total clicks	Total CTR
DCBID	dcbid_2017_survey_promo_lb1_atf_970x90_2	4447780236	138212244724	https://goo.gl/U21tyv	970 x 90	9,880	2	0.02%
DCBID	dcbid_2017_survey_promo_lb1_atf_970x90_1	4447780236	138212311115	https://goo.gl/U21tyv	970 x 90	9,815	5	0.05%
DCBID	dcbid_2017_survey_promo_lb1_atf_336x280_1	4447780236	138212311205	https://goo.gl/U21tyv	336 x 280	20,631	50	0.24%
Total						40,326	57	
	Report job ID	10041773126						
	Date/Time generated	October 3, 2017 5:37:35 PM PDT						
	Publisher network name	urbanizela						
	User	chris@urbanize.la						
	Date range	Sep 27, 2017 - Oct 3, 2017						
	Report type	Historical						

So 57 clicks total with 40,326 out of 41,666 impressions delivered so far.

The 336x280 ad performed far better than either of the 970x90 ads. This pattern is typical but in this case the disparity seems to be even more extreme. I would suggest running the ad for at least 1 more week, but this time only with the 336x280 size, as your cost per click will be far lower.

These stats are straight from Doubleclick and I've just tested the link again myself. Are you sure your tracking link is working? I have the ad pulled up now if you want to coordinate a test.

Thanks,

Chris
as

On Tue, Oct 3, 2017 at 9:12 AM, Julia Marino <jmarino@downtownla.com> wrote:

Hi Chris,

Good morning! Do you have any stats on our Survey ads? We haven't seen any traffic on our tracking link. Thank you!

My best,

Julia Marino
Economic Development Associate

 <https://www.downton>

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image004.jpg



image001.png



image003.jpg



image002.jpg



Attachments:

image004.jpg	524 bytes
image001.png	5.8 KB
image003.jpg	517 bytes
image002.jpg	518 bytes